

ABSTRACT

A messaging system utilizing radio frequency identification ("RFID") wherein a RFID tag is interrogated by a RFID transmitter-receiver. The RFID tag sends a message to the RFID receiver in the form of a prompt. The prompt provides directions to obtain
5 additional information, such as advertising information. The additional information may include information about the article on which the RFID tag is placed. The additional information may be obtained, at the option of the person receiving the prompt, by a variety of means, such as dialing a telephone number, sending a SMS text message, sending an e-mail or accessing a website.